



SCOTTSDALE CITY COUNCIL

BUDGET SUBCOMMITTEE

Public Meeting

Tuesday, February 22, 2005 - 3:00 pm

One Civic Center, Financial Services Conference Room

7447 E. Indian School Rd., Scottsdale, AZ 85251

City Council Budget Subcommittee

Councilmen Wayne Ecton, Chair; Ron McCullagh, and Kevin Osterman

AGENDA

CALL TO ORDER / ROLL CALL

MINUTES – Approval of Dec. 6, 2004 and Jan. 10, 2005 meeting minutes.

GENERAL BUSINESS

1. **FY 2005/06 Budget Development.** Staff updates, discussion and direction to staff.
2. **Public input on the FY 2005/06 Budget.** Discussion of staff report of Citizen Summits and Mayor's Youth Council session.
3. **Citizen Budget Forums.** Discussion and direction to staff regarding public meetings to be held Mar. 17 (Pinnacle Room) and Mar. 21, 2005 (Via Linda Sr. Center).

PUBLIC COMMENTS. Citizens may complete one comment card per meeting and submit it to a City Staff member before or during this meeting in order to address the Subcommittee during the Public Comment time.

MEETING SCHEDULE. The meeting tentatively scheduled for Feb. 28, 2005 has been cancelled. Next subcommittee meeting is scheduled for Mar. 16, 2005 at 4:00 p.m. in the City Hall Kiva Conference Room.

ADJOURNMENT.

Please note: Council members not on the subcommittee may elect to attend these meetings for their own information. The meetings are not considered City Council meetings, however, even if the members attending constitute a quorum. No legal action will be taken by the City Council at any of these meetings.



Persons with a disability may request a reasonable accommodation by contacting the City Clerk's Office at (480) 312-2412. Requests should be made 24 hours in advance or as early as possible to allow time to arrange accommodation.

CITY COUNCIL

BUDGET SUBCOMMITTEE REPORT



MEETING DATE: Feb. 22, 2005

SUBJECT	Citizen Budget Summit Public Input
BACKGROUND	<p>The City Council Budget Subcommittee was established by the Scottsdale City Council for the purpose of gathering public input regarding the Scottsdale city budget and making recommendations to the full City Council on the budget. The FY 2005/06 Budget Subcommittee members are Councilmen Wayne Ecton, Chair, Ron McCullagh, and Kevin Osterman. It was determined at the Subcommittee's meetings in December 2004, that public outreach efforts prior to the release of the proposed budget would include two Citizen Budget Summits held at two different locations in the city. The subcommittee also wanted to get input from youth and asked the Mayor's Youth Council members to participate in a separate summit. This report is a summary of those meetings.</p>
SUMMARY	<p>Outreach Methods - Multiple outreach methods were used to notify citizens as to the dates, times, locations and content of the summits. The methods used were:</p> <ul style="list-style-type: none">▪ Press releases were sent to newspapers resulting in several news briefs.▪ Postcards were sent out inviting interested community and neighborhood leaders and residents to attend the summits.▪ Council members were provided the opportunity to personally invite participants to attend the meetings.▪ Links were added the City's Internet home page, and web pages were created with additional information about the forum. An e-mail address to submit comments was created for citizens unable to attend a summit. <p>Two separate summit locations were chosen to make it easier for residents to attend closer to their homes.</p> <p>Summit Format - Each summit included a welcome by Chairman Ecton and an overview by the Budget Director. The group was divided into two smaller groups, and roundtable discussions were held, led by a council member. Participants were asked to respond to the first two questions. Additional questions were covered as time was available, and at the discretion of the council member facilitating the discussion.</p> <ul style="list-style-type: none">▪ What city services do we need to increase or add?▪ What city services do we need to eliminate or reduce?▪ What are your priorities for public safety (police and fire services)?▪ Do your priorities for the city include quality of life issues, such as arts, culture, entertainment, etc.? Follow-up: Should the city consider any additional taxes or user fees to fund quality of life services?▪ Is there anything else, that hasn't already been raised, that we need to consider in developing this year's budget?

The specific dates, locations, and number of participants are provided below:

Date	Location	# of Participants
January 31 - Summit	Pinnacle Room	15
February 2 – Summit	Via Linda Senior Center	12
<i>Subtotal</i>		27
January 26 - Mayor's Youth Council	Pinnacle Room	7
E-mails (as of Feb. 16)		12
Total		46

Mayor's Youth Council meeting - In addition to the two summits, council members and staff also listened to priorities from representatives of the Mayor's Youth Council, during a special meeting held on January 26, 2005. Participants were asked the same questions as during the Citizen Budget Summits.

Participant Comments - Comments from each of the Citizen Budget Summits, the Mayor's Youth Council meeting, and e-mails received at Budget@ScottsdaleAZ.gov are attached.

NEXT STEPS

The next steps in the City Council Budget Subcommittee's process are:

Citizen Budget Forums – These forums, after the release of the proposed budget, will be held on Thursday, Mar. 17, 2005 at the Pinnacle Room (7575 E. Main) and Monday, Mar. 21, 2005 at the Via Linda Senior Center (10440 E. Via Linda). Both forums will start at 6:30 p.m.

Study Sessions - The Budget Subcommittee will hold Study Sessions with each of the department heads to review their proposed FY 2005/06 operating and capital budgets. These sessions are scheduled for March 28, 30 and April 1, 2005, from 1 – 5 p.m. in the City Hall Kiva. The sessions are intended to assess how well each department's proposed budget aligns with citizen input and City Council priorities.

Report to City Council - The results of the Budget Subcommittee's work are scheduled for presentation to the full City Council on Tuesday, April 26, during a public meeting. The report will be presented before the City Council's first public budget hearing scheduled for Tuesday, May 3.

STAFF

CONTACT(S)

Art Rullo, Budget Director, 312-2435, ARullo@ScottsdaleAZ.gov; or
Brent Stockwell, Asst. to Mayor/Council, 312-7288, BStockwell@ScottsdaleAZ.gov

ATTACHMENTS

1. Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group A
2. Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group B
3. Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center - Group A
4. Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center - Group B
5. Comments from Jan. 26, 2005 Mayor's Youth Council meeting
6. E-mails received at Budget@ScottsdaleAZ.gov

ATTACHMENT 1.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room. Group A

Increase/Add

1. Re-establish Environmental Office. Currently not enough environmental positions to allow proactive approach
2. Additional police protection/Public Safety for South Scottsdale
3. Additional partnering with ASU in design of buildings/revitalization of Southern Scottsdale
4. Financial Services needs additional staff to conduct more in-depth financial analysis instead of simply addressing daily operations. Particularly interested in overtime tracking, control, and analysis
5. Public Safety – Use more non-sworn public safety officers to perform routine and mundane tasks and general policing
6. Hayden and Thomas – Additional road/intersection safety needed for dangerous intersection
7. Fire – Renovation of Miller and Thomas fire station
8. Upkeep of medians/landscaping in South Scottsdale
9. More city partnerships with neighborhoods for revitalization efforts
10. Make Greenbelt and Downtown more pedestrian friendly. Address connectivity of two areas.
11. More speed enforcement by photo radar, especially in South Scottsdale
12. Video and audio of community meetings on city Website
13. Wi-Fi service in Scottsdale is very limited; other cities much more advanced in Wi-Fi technology.

Eliminate/Reduce

1. Performing Arts Center
2. San Francisco Giants and auto dealers subsidies
3. Cultural Council; Culture Quest
4. Four day work week for officers
5. Non-emergency special event overtime for police
6. Police response for faulty alarms more than 2 times in a year
7. Fire responding to every auto accident
8. Police monitoring massage parlors
9. Pension costs; employee benefits of staff

Priorities for Public Safety

1. Increased police presence/more visibility
2. Increased accountability for bars (and problems they cause)
3. Prioritize funding for police protection
4. Increased visibility
5. Innovation:
 - "fake" red light cameras/vans to deter; civilians on motorcycles with radar guns
 - more coverage with less
6. Properly use sworn officers
7. Re-examine false alarm protocol
8. Make sure public safety personnel continue to respond appropriately
9. Use mobile shooting vans to keep gun certification current for officers to avoid having to travel long distances to shooting ranges
10. Re-examine costs for police protection
11. Speeding tickets – do they actually increase safety
12. Private security instead of police protection. Should use video cameras, motion detectors, awareness mannequins as alternate means of protection and surveillance instead of sworn officers.
13. Don't re-examine police security

Priorities for Quality of Life

1. Cultural Council -- continue to support arts:
 - Scottsdale known for its culture
 - Analysis – balance between expenditures and returns
2. Recognize impact to economy (Giants, Performing Arts)
3. Tourists to pay for amenities (art is subjective)
4. Consider \$\$ and cents over subjectivity
5. Be proactive in attracting big events, large venues
6. End "let 'em leave" mentality
7. Increase revenues from, help tax burden
8. Analyze bottom-line impacts
9. Spend to keep attractions (only if \$\$ are returned)
10. Should have kept Rawhide in Scottsdale, make WestWorld special
11. Add more community facilities for citizens in South Scottsdale (gyms, ice rinks, running tracks)

ATTACHMENT 1.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room. Group A

12. Partner with Indian communities and take advantage of synergies with land uses.
13. Integrated community
14. Not all big art attractions – instead, invest for those that live here
15. Art exhibits and shops need better hours beyond 8-5 for working class
16. Integration of Downtown and Greenbelt.
17. Protect "integrity" of events in Scottsdale (e.g., FBR Open, Barrett-Jackson, etc.)
 - Too many special use permits – other events dilute merchant base over brand (craft carnivals in strip malls and parking lots)

Other Issues that Need to be Considered

1. Long-range planning is challenging – could do better
2. City leadership is destroying downtown with high-rise condos, increased traffic, and crowding
3. Inconsistency within Council on acceptance and use of grants and subsidies:
 - Federal grants tie hands at Scottsdale airport
 - Take back airport and stop accepting grants for capital improvements
 - Privatize airport and make 100% self-sustaining (user paid)
4. Execute CIP items (e.g., Hayden/median landscaping in South Scottsdale)
5. Intersection improvements
6. "Slowing life down" in Downtown (make pedestrian friendly)
7. Rapid transit? (see original for explanation of my ?)
 - We're a car-driven culture
 - South has density – ideal for additional mass transit routes and methods
 - Increase frequency/convenience of bus routes and stops (consider elements)
 - Why big buses? Federal subsidize
 - What would people use?
 - Offer year-round trolley service
 - Partner with schools to educate children on how to use mass transit in order to increase bus ridership
8. Web community calendar (integrate multiple calendars for one-stop resource)
9. Too many economic indicators are down since 2000 (tourism, bed tax)
10. Appreciative of forum

ATTACHMENT 2.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group B

Increase/Add

1. Library Services*
2. Police on street/traffic control/more visibility*
3. Landscape maintenance/Arabian Library
4. Property maintenance -- private property (front yard) code enforcement/neighborhood enhancements
5. Pinto Library -- DC Ranch
6. Code enforcement -- Do not transfer staff to other areas. Once they become familiar with particular neighborhood they seem to be transferred out.
7. Program for elderly to help with home maintenance/upkeep
8. Program for elderly that will allow them to continue to live in their homes (assistance)
9. Police -- fill vacant positions
 - a. Require education (Bachelors degree.)
 - b. Increase pay
10. Fire service: maintain current levels or increase
11. Code enforcement -- focus on classic Scottsdale, vacant property
12. Auto dealers -- invest/give incentives to keep business here
13. South Corporation Yard
14. Update City Ordinance/Code enforcement -- increase fines
15. Elderly day care
16. Homeless shelter
17. Art Fund in addition to SCC -- outside control of SCC
18. Symphony -- city should provide financial support
19. Code enforcement -- eliminate loopholes in Code
20. More staff -- more attention to existing infrastructure -- (Utility lines underground)
21. Green building program -- implement especially new construction

* = Noted by more than one person

ATTACHMENT 2.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group B

22. Transformer station -- landscape, NW corner Camelback/Scottsdale Road
23. Downtown bars -- Code enforcement
24. Traffic/transportation -- increase studies
25. City interface with children -- parks and recreation
26. Parada funding -- school bands
27. Education system -- City involvement
28. Kiva sound system -- Cable 11 (poor sound)
29. Trash clean up -- streets
30. Homeless facility
31. Scottsdale Symphony
32. Expand volunteer program for parking violations:
 - a. handicap space violations
 - b. out-of-State license plates
33. More cameras at intersections
34. Helicopter/Police
35. Increase fees/fines to generate revenue
36. WestWorld
37. WestWorld -- retain and attract new events
 - a. Pave -- improvements
38. Traffic control -- improve flow of traffic
 - a. synchronize lights -- fund study for improvements

Eliminate/Reduce

1. Aquatics (McDowell Mountain Ranch Aquatic Center)

* = Noted by more than one person

ATTACHMENT 2.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group B

Priorities for Public Safety

1. Radio contact -- improve (Scottsdale Radio Club)
 - a. Repeaters
2. More patrol cars on street*
3. Ambulance -- response time
4. Traffic flow -- speed limits, widen streets
5. Police sub-station -- staff 24/7
6. Fire/ambulance service – seamless transition from Rural Metro
7. Ambulance service – select a quality company/financially sound/provide good service
8. Paramedic on fire truck
9. Police downtown/bike patrol
10. Retain/hire more police
11. Miller/Thomas Fire Station -- do not move – if changes are made they should add to area
12. Slow down traffic/traffic enforcement
13. Increase red light cameras
14. Make police stations more accessible after 5:00 p.m.
 - b. Look like they are closed
 - c. Need emergency contact after 5:00 p.m.
 - d. Camera by front door

Other Issues that Need to be Considered

1. Code enforcement -- more community/people skills training (illegal handicap parking)*
2. Increase user fees/fines*
3. Use more volunteers for Code enforcement
4. Fine unlicensed drivers
5. Increase developer fees/impact fees/permit fees -- make = to other cities
6. False alarm fines increased
7. Habilitation center for new residents

* = Noted by more than one person

ATTACHMENT 2.

Comments from Jan. 31, 2005 Summit at the Pinnacle Room - Group B

8. Airport landing fees increased
9. South Scottsdale -- Focus
 - a. Landscape maintenance (increase)
 - b. Homeless
10. Neighborhood Watch -- Team with Police to publicize -- curfew and ordinances
11. No tax increase

* = Noted by more than one person

ATTACHMENT 3.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group A

Increase/Add

1. Enhance preventative services/programs
 - Crime, vandalism, drug abuse
 - Neighborhood watch – empower citizens to be involved in communities to make neighborhoods safer instead of solely relying on officers
 - More youth programs
2. Community revitalization of south Scottsdale
 - Crime and poverty are major concerns in South
 - Encourage growth, small businesses, investment in South by business leaders and citizens
3. More exposure/publicity in community of foreign exchange programs at schools
 - Give the Rotary additional publicity
4. Limit growth – make growth environment less friendly for developers
 - Limit growth along Pima Road, Scottsdale Road
 - Limit number of strip malls
5. Water use – penalties for excessive use
6. Transportation safety – traffic control, speeding – not pedestrian-friendly
7. Gentrify south Scottsdale – encourage blending of ages to enhance mix in South
8. Implement program for parents against drugs
 - Address disrespect of students
 - Encourage healthier and safer environment in schools
9. Youth employment programs
10. Attract another spring training team in addition to Giants – City is large enough to have more than one
11. Subsidized housing

Eliminate/Reduce

- No comments/suggestions

ATTACHMENT 3.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group A

Priorities for Public Safety

1. More neighborhood watch programs
 - Encourage/support community involvement and education in protecting neighborhoods – help support police instead of solely relying on them
2. Implement programs that reduce dependency on automobiles
 - More pedestrian-friendly environment
 - Traffic calming devices to increase safety
3. Address/ implement city rules regarding motorized scooters and other smaller modes of transportation – noise and safety issues
4. Predictability of photo radar placement – too easy too learn when/where photo radar is
5. Pedestrian safety and walkways
 - Install more audible warnings at x-walks
 - Use more safety measures for pedestrians, such as crosswalk countdown
 - Downtown Scottsdale – more nights dedicated to pedestrian activities to get people out of their cars and outside walking and interacting with each other

Priorities for Quality of Life

1. Smithsonian – should have tried to keep permanently
2. Need other museums in city to enhance culture and activities

ATTACHMENT 4.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group B

Increase/Add

1. Citizen wanted to comment very impressed with City Management
2. Libraries need improvement
3. Is aquatic center necessary?
 - a. Do we really need more recreation services?
4. Positive feedback about Fire Department
5. Need to expand library services
6. Lacking Police officers on street
 - a. Traffic issues near McDowell Mountain Ranch
 - b. Need patrol services
 - c. Monitor traffic
7. Weeds/debris near Arabian Library
 - a. Landscape maintenance or Code enforcement issue?
8. Overall, citizen satisfied with services
9. More Patrol officers needed to address crime and graffiti
10. Increase Code Enforcement near Pima/McDowell and Oak Street
11. Increase funding for Neighborhood Enhancement
12. Find ways to increase revenues
13. Build Pinto Library -- DC Ranch
14. Increase Code Enforcement Department
 - a. Reduce staff transfers. Seems when inspector gets familiar with residents and history of area they are transferred to another beat.
15. Establish a program for elderly or handicap citizens to survive in their homes. I.e. provide landscaping and maintenance services.
16. Concerns about ability to fill all of the new Public Safety Sales Tax Police Officer positions
17. Likes Scottsdale's high hiring standards of hiring educated officers
 - a. Need to increase compensation to attract those educated officers
18. Fire – Concerns if budget be enough to provide needed services. Do not want services to decrease.
19. Glad to know working towards increasing Code Enforcement – would like to see increase continue.
20. Need to increase resources to keep car dealerships in Scottsdale - they generate large revenues for the City - 17% of sales tax

ATTACHMENT 4.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group B

21. South Corporation Yard – need to do something with the land to be a "better neighbor with Tempe"
22. Increase Code Enforcement
 - a. Would like to see Council's support to amend Ordinances to increase Code Enforcement
23. Establish day care for elderly
24. Establish a Homeless shelter
25. Establish a City art fund (aside from Public Art program) that is managed by the City and not by the Cultural Council.
26. Provide financial support to the Scottsdale Symphony Orchestra
27. Increase Code Enforcement – program needs to have more supervision and more inspectors
28. Funding to hide power lines - Infrastructure enhancements
29. Increase Green Building Program
30. Utilize landscaping of plants and trees to camouflage the transformer station
31. Need better supervision of downtown bars
32. Concerned about traffic issues
33. City needs to interface with more children - i.e. Parada del Sol parade Bands, Parks and recreation, etc.
34. Concerned about Scottsdale's Education system
35. Sound system at Kiva and CityCable 11 needs to be upgraded
36. Need more trash clean up
37. Establish homeless shelter
38. Support Scottsdale Symphony
39. More resources to expand volunteer program
40. More camera boxes above lights -- photo radar
41. Add helicopter (Need to be concerned about Preserve safety also)
42. Increase revenues – i.e., traffic fines
43. Increase funding to improve WestWorld – City needs to keep Barrett Jackson
44. Departments need to fund more efficiently

ATTACHMENT 4.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group B

45. Pave WestWorld

46. Increase funding for traffic control i.e., flow and synchronize lights

47. Concerns about major roads under construction at same time

Eliminate/Reduce

- No comments/suggestions

Priorities for Public Safety

1. Radio contact
2. Response time
3. More patrol cars on street
4. Speeding on 96th Street
5. Quality of officers
6. Beat office staffing
7. Transition to municipal Fire Department is seamless
8. Ambulance services
9. Providing services to PV – ensure enough funding in contract to provide services
10. Paramedic on fire truck
11. More patrol
12. Mounted and Bike Units
13. Neighborhood Watch
14. Curfews
15. All of the above
16. Do not move fire station from Miller/Thomas. Elderly population in area relies on it. Add a fire station vs. moving.
17. Traffic enforcement -- photo radar

ATTACHMENT 4.

Comments from Feb. 2, 2005 Summit at the Via Linda Senior Center – Group B

18. Traffic laws

19. Police stations more user-friendly after 5:00 p.m. (District 1 & 2 very dark in front and the front desk is far from front door.)

20. Helicopter

Other Issues that Need to be Considered

1. Increase user fees
2. Increase code enforcement fines
3. Increase fines for unlicensed drivers
4. Increase fines
5. Increase development fees to be equal to other cities
6. Increase false alarm fines
7. Increase landing fees at airport
8. Increase handicap parking fine
9. Importance of Neighborhood Watch
10. Don't raise taxes
11. Increase communication among Code Enforcement inspectors. I.e. they are still using outdated handicap parking information.

Increase/Add

1. Public transportation – tailored for non-drivers
2. Current bus system is inadequate
3. Shuttle service for quick trips along busy corridors (FLW Blvd area)
4. More money for roads to relieve traffic congestion/lower pollution
5. Give money to schools/contribute to building renovations
6. Improve traffic issues (with projects like Hayden Rd improvements)
7. Above-ground “subway” along Pima
8. Large transit project
9. Improve preserve amenities – add trails
10. Advocate for more school funding
11. Council should “coach” school board (joint meeting with MYC, CC, school board)
12. Add schools

Eliminate/Reduce

1. Bridge at McCormick Ranch Parkway/Scottsdale Road
2. Frank Lloyd Wright spire (note: paid for with private funds)

Priorities for Quality of Life

1. “Small town feel”
2. Preservation
3. Focus on enhancement
4. Create a cultural area (more arts facilities) north of FLW Blvd
5. Create culture areas
6. Spread cultural venues
7. Kierland-type cultural areas near Scottsdale/Loop 101
8. Protect desert character
9. Big community parks
10. Bands/venues geared toward youth audience
11. Extending hours at parks and activities
12. Outdoor theaters
13. Art walks

ATTACHMENT 6.

Emails received at Budget@ScottsdaleAZ.gov

-----Original Message-----

From: ARich32@aol.com [mailto:ARich32@aol.com]

Sent: Sunday, January 16, 2005 10:27 AM

To: Budget@ScottsdaleAZ.gov

Subject: Citizen Summit

Thank you for this opportunity to share our ideas on the upcoming fiscal budget.

My suggestion is to establish a program whereby water rates would be the primary method of raising revenues for City operating, maintenance, and capital expenses, as well as for "special programs."

Because of the continued demand for water, and since water conservation programs will not work unless there is a substantial \$ involved, using water rates as a method of water conservation will work! It will also tend to slow down growth very gradually, so that growth will no longer be the only way to continue to thrive.

Set the water rates, so that the very low income families will pay very little and the high water users will pay the most. This will tend to control future growth and provide the City an unlimited supply of revenues for improving the quality of life for its residents.

Thank you,

Alex A. Richards

-----Original Message-----

From: janazlady [mailto:janazlady@cox.net]

Sent: Monday, January 17, 2005 5:38 PM

To: budget@scottsdaleaz.gov

Subject: 2005/06 Fiscal Year Budget

Why cant we have more affordable "new" housing in Scottsdale? So many of the developers, who are being allowed to build in Scottsdale, are only building homes, condos, lofts, etc that start in the "high" end range. If we keep this up we are going to wind up like Aspen, Colo., where only the "rich and famous" can afford to live here.

Thank you!

Jan Strasburg

10250 E Mountain View #174

Scottsdale, Az 85258

ATTACHMENT 6.

Emails received at Budget@ScottsdaleAZ.gov

-----Original Message-----

From: MStobin1@aol.com [mailto:MStobin1@aol.com]

Sent: Tuesday, January 18, 2005 10:51 AM

To: budget@scottsdaleAZ.gov

Subject: RE: priorities

Strongly advocate and increase in funds -reflecting an increased effort- in litter clean up. Nothing degrades an area or makes it less inviting than the accumulation of litter. Stuart Tobin 4146 N 86 Place Scottsdale, AZ 85251

-----Original Message-----

From: Kathy Howard [mailto:Kathy.Howard@att.net]

Sent: Saturday, January 22, 2005 8:00 AM

To: Budget@ScottsdaleAZ.gov

Subject: Priorities for the City Budget

Thank you for asking me about my priorities for the City Budget.

The City has done a really great job in preserving the native habitat of the Sonoran Desert in the McDowells. There is no price too high to pay to preserve land in the McDowells -- once it is sold to developers, the land can never be reclaimed. The new trail system is great. I thoroughly enjoyed my hike on the Sunrise Trail. I hope the City will continue to fund land purchases in the McDowells.

The City is doing a good job in moving toward historic designation for 1950s neighborhoods. What about providing more funding in the way of grants and matching funds to support 1950s neighborhoods in revitalization. Supporting and encouraging residents in historic neighborhoods to work on their homes, not only benefits the neighborhood, but the entire City.

The approach the City has taken on the stylish new trend of "traffic calming" needs serious revision. The Transportation Department has stepped into some very deep quicksand stating they have "public support" to do two to three traffic calming projects per year. These projects have very little support from the neighbors. Because the City had a meeting ten years ago regarding a proposed change does not inform current residents of the plan. What is the overall traffic model for Scottsdale? Pushing traffic from neighborhoods onto already clogged major streets seems a recipe for disaster. Public meetings are held to get "input" and then the City goes ahead and does what it planned regardless of whether their own data and resident consensus indicate a need. The City is spending \$9 million to "calm traffic" on Cactus Road. Is Scottsdale trying to compete with Newport Beach -- doing cosmetic surgery to get a certain look? Like avocado shag carpet and tail fins on 1950s cars, in a year or two the "traffic calming" craze will be ineffective and out-of-date. Just take a look at the skid marks at 68th Street and Oak. Please do not spend my tax dollars on road obstacles that are unneeded and unwanted by neighbors. Let's take the millions allocated for that and spend it on preserving the McDowells and restoring 1950s neighborhoods.

Thanks for asking for resident comments.

ATTACHMENT 6.

Emails received at Budget@ScottsdaleAZ.gov

-----Original Message-----

From: Connie@AZ-CC.com [mailto:Connie@AZ-CC.com]

Sent: Friday, January 28, 2005 7:10 PM

To: Budget@ScottsdaleAZ.gov

Subject: Value of The Arts

I agree that Scottsdale Center for the Arts, SMOCA and Public Art are important for our quality of life; for Scottsdale's economy; to help us educate our children and continue our own life-long learning; and our opportunity to come together as a community to celebrate, be entertained, challenged and find comfort.

I hope that the budget will include monies for the Arts.

I also hope that the Cultural Council's submitted \$9.4 million request can be funded through the city's Capital Improvement Program over the next three fiscal years.

C W Cravens
4326 N 69 Pl
Scottsdale AZ 85251

-----Original Message-----

From: Anita Smith [mailto:gadsdenpurchase@yahoo.com]

Sent: Sunday, January 30, 2005 4:37 PM

To: Budget@Scottsdaleaz.gov

Subject: Budget Priorities

The Mayor, City Manager and Transportation Staff have shown a blatant disregard for concerns of neighbors where they plan to install "traffic calming." Actual untruths have been told by staff to neighbors on 96th Street, 104th Street, Cactus Road and Mountain View about the safety of streets and the "Need" for "traffic calming." Many citizens are angry about obstacles placed in the roadway when the city says safety is not an issue. As any one who lives near 68th Street and Oak about how they like what has been done there. And why spend money to make a wide, beautiful street like 96th Street into a narrow road. Our streets are already overloaded. Why make it more difficult to travel on them. None of these decisions are based on logic. The City has too much money in its coffers or these projects would never see the light of day. Stop spending our money on medians, roundabouts and the like that are not needed or wanted by residents who travel the road daily. There are many, many angry citizens who share these opinions. It is time for the City to take note. Stop spending our hard-earned dollars on these fiascos!

Alicia Delgadillo
10256 E. Mission Lane
Scottsdale, AZ 85258

ATTACHMENT 6.

Emails received at Budget@ScottsdaleAZ.gov

-----Original Message-----

From: Bill Howard [mailto:bhoward@nas.edu]

Sent: Sunday, January 30, 2005 5:42 PM

To: Budget@ScottsdaleAZ.gov

Subject: City Budget Priorities

I appreciate your request for comments on Scottsdale's City budget priorities.

Scottsdale has long portrayed itself as the "West's Most Western Town." However it now seems to be veering away from that antecedent. As I listen to our City's leaders, I sense a strong desire to remake Scottsdale to compete with other cities that have chosen to follow the line of thinking proposed by Richard Florida in his book *The Rise of the Creative Class*. The thesis of this work is that the key to future success lies in recasting the city as a playground pandering to the "creative" lifestyle thereby attracting "creative people" who will somehow cause the city to morph into an economic utopia. Other municipalities are rushing into similar face-lifts, so that Scottsdale will be just another locality following the lemming path. Our city's distinctive western nature will disappear. In the long run, Scottsdale will become just another city that succumbed to a fad that left it no longer able to afford to replace the avocado shag carpet it so eagerly installed before times changed.

In the long run, Scottsdale will retain its economic success, not by becoming another theme park, but by being the best place to locate high tech businesses. Yet Scottsdale has long had a strong reputation as a difficult place to do business, despite the hype associated with the Los Arcos / ASU effort -- a long shot project that will take years to impact the main problem Scottsdale faces.

Our city faces the end to the expansion that has fueled local prosperity by providing construction jobs and a steadily increasing the tax base. The industry of expansion, the basis of our past success, is grinding to a halt as we run out of space to build new homes. In response, the kind of development foreseen by our City leaders encourages expansion in service industry employment -- jobs that are relatively low-paid. The economic value of such employment is simply the value of the hours worked, no more. True economic power comes from attracting manufacturing enterprises that multiply their labor costs by value added in products. Manufacturing is a much more powerful economic engine than the service sector can ever be.

Manufacturing enterprises locate where costs of operation are lowest. Fancy projects and glitzy downtown districts do not factor as much into plant location decision as does the ease of doing business. As a former member of the Research Triangle Institute Board of Governors, I watched, over many years, the way North Carolina focused its energy on attracting a strong base of companies to its Research Triangle Park, now a world model for industrial development. It took sustained, difficult work to make it the success it is. In Scottsdale, in contrast, I have seen an attempt to grab at quick "fixes" to future success.

The City has made one very important investment in its future by saving some of the McDowell Mountains from developers. This provides a permanent backdrop for our beautiful environment. But the city is wide of the mark in pursuing the "playground" for the creative class idea. The Internet boom is over; we are now rediscovering that true creation of value lies in customer needs fulfillment. There is no causal connection between attracting "creatives" to spend their leisure time in Scottsdale and company decisions to locate here.

Scottsdale's budget priorities should address the real base of its future prosperity and not a race to keep up with the Newport Beaches. To prosper in the long run, Scottsdale must attract high-end enterprises that

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create real value. To me, the loss of the Mayo Hospital to Phoenix was a strong indication of our City's lack of willingness to embrace such a strategy.

Instead, our City is lost in a maze of meaningless, expensive projects to solve faddish non-problems, such as traffic calming. It has elected not to invest in attracting a base for its future prosperity. Unless it does, our City faces the prospect of stagnating as the rising costs of satisfying the demands of its residents put pressure on City income that has topped out as developer-propelled expansion grinds to a halt.

I urge the City of Scottsdale to look more carefully into investments (be they incentives, utilities, efficient transportation or education) that build true growth, to build on its distinctive location, scenery and history to provide distinctiveness, and to reshape itself as the best place to locate company headquarters, manufacturing plants and product development facilities.

I would hate to see a future in which Scottsdale, formerly the West's most Western town, becomes an aging, landlocked bedroom community, unable to afford to maintain its past reputation as the place best place to live and work in the West.

William Howard
10642 East San Salvador
Scottsdale, AZ 85258

-----Original Message-----

From: PhyllisEStern@aol.com [mailto:PhyllisEStern@aol.com]

Sent: Sunday, January 30, 2005 7:47 PM

To: Budget@ScottsdaleAZ.gov

Subject: Support arts in FY 06 budget

To: Scottsdale City Council:

I am writing to applaud your past support of the arts in Scottsdale, and to urge continued arts support for FY 06 and in particular, the \$9.4 million request by the Cultural Council, to be funded over the next three years, for renovation of the Scottsdale Center for the Arts.

The arts are an important part of my life and my family's life, and add tremendously to its quality. The Center, SMOCA and Public Art are an important part of this, and also add to our economy, to help us educate our children and help me and other citizens continue our own life-long learning, and our opportunity to come together as a community to celebrate, be entertained, challenged and find comfort.

Phyllis Stern

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-----Original Message-----

From: Val Teich [mailto:val4cteich@cox.net]

Sent: Monday, January 31, 2005 7:45 PM

To: budget@scottsdaleaz.gov

Subject: input for city budget

Hi

Thank you for giving me the opportunity to give input regarding the city budget. My husband and I have been small business owners and residents of Scottsdale for about 20 years. We are raising a family here as well. After examining our own family needs as well as speaking to many neighbors and friends in Scottsdale we have come to the conclusion that even though Scottsdale is a beautiful city, it is lacking a few necessities for families.

They are as follows:

Scottsdale needs a large sports complex which would have areas for baseball and soccer tournaments, swimming, skateboarding and other recreational lands. I'm not talking about a small neighborhood park with a few baseball fields. This city has thousands of children playing baseball & soccer and needs the land to support these extremely important teams and pastimes. Not only does it benefit the children playing, it also gives other children a place to go to watch local sports and stay out of trouble. Scottsdale also needs a large, new swimming complex which may or may not be incorporated with the sports complex. Scottsdale hasn't built a new pool in almost 20 years or maybe longer. Scottsdale has grown tremendously and it needs to determine if it will keep up with reputation of being a great place to raise kids or if it will let other cities take the lead. Please send me any or all information that you have regarding what is in the budget or plans for any facilities of this type.

The second note I had was first to ask where the money for overdue library books goes and second, why it does not go directly back to the libraries to fund new books. Thank you for your time. Val Teich, neighborhood leader

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-----Original Message-----

From: Kim Ballein [mailto:kim.ballein@jfc sarizona.com]

Sent: Tuesday, February 01, 2005 4:11 PM

To: budget@ScottsdaleAZ.gov

Subject: priority for budget

Thank you for this opportunity to email suggestions, I have identified the following community needs:

Need for funding allocated to provide on-site counseling services or create partnerships with community agencies to assist victims of domestic violence and/or sexual assault at the Scottsdale FAC.

Need for funding provided to facilitate free recreational programs for youth such as martial arts classes, horse training/experiences, looking for more restorative and positive community programs to support at-risk youth.

Please feel free to contact me with any questions via email or at 480-994-8477.

Kim Ballein

Clinical Director, JFCS-Scottsdale

-----Original Message-----

From: Michele Cohen [mailto:mbcohen@Prodigy.net]

Sent: Monday, February 07, 2005 3:04 PM

To: budget@ScottsdaleAZ.gov

Subject: City of Scottsdale Budget input

Dear City of Scottsdale Budget Subcommittee Members Ecton, McCullagh and Osterman,

I urge you to consider providing additional staff support for the establishment of an Environmental Department in Scottsdale. Currently, support of environmental issues is dispersed among several departments in the city. The creation of a department would emphasize the importance of the environment and sustainability to our city, allow greater coordination of responsibilities and give a clearer direction to staff.

I would also like to address Green Building support. Green Building activities in Scottsdale are on the rise and require more and more time from existing staff. We have seen an increase in green residential building permits to 15% of total new residential permits over the past year. Green production residential building permits grew to 20% of total production residential permits in 2004. Since residential green building is forecasted to increase in 2005, we will see a need for more support and service in that area.

Commercial projects are also increasing with the Optima Camelview Project, the "W" hotel, and General Dynamics remodel as examples. Staff also provides support to development of city facilities - including the McDowell Senior Center, WestWorld, and the ASUF / Scottsdale Center for Technology and Innovation. These projects will demand a considerable amount of staff time to insure adherence to green standards.

Currently there is 1.5 FTE assigned to Green Building support in our city. Above and beyond the participation in the aforementioned projects, staff activities include interfacing with county and state government, public and internal training and education, and management and planning. There is enough

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work for three people to support all of our Green Building initiatives and requirements. I am confident that a more detailed investigation with city staff will support these comments.

In summary, it is imperative that we create an Environmental Department with adequate staffing levels to meet the growing needs of our city and to strengthen Scottsdale's position as an environmental leader in Arizona.

Respectfully yours,

Michele Cohen
Chair, Green Building Advisory Committee
Member, Environmental Quality Advisory Board
8027 N Via de Lago
Scottsdale, AZ 85258
480-556-9498

-----Original Message-----

From: Joan Baron [mailto:joanbar@cox.net]
Sent: Wednesday, February 09, 2005 10:38 PM
To: budget@ScottsdaleAZ.gov
Subject:

Dear Budget professionals,

This is a particularly exciting time in Scottsdale's history. New projects, new buildings and individuals educating themselves about sustainability, energy efficiency and various other cost saving measures that they can actively participate in that can reduce monthly expenses. We are seeing a greater response to Green Building programs and workshops and emails have been coming in at a faster pace as are applications for green building permits. I urge you to provide more staff to facilitate this increase in citizen response to these city programs. People are responding. They want to be pro-active and there needs to be experienced city staff to assist them, to answer questions, review drawings, provide resources and network. This all takes far more time than one person can handle to keep up with all the meetings, paper work, attending and speaking at various city meetings and organization invitations to speak, writing articles for publications and so on. The more new projects that we are seeing on the boards, the more we see a necessity for more staff. Scottsdale's historic preservation has recommended that the Green Building Manager also work with them on their current historic neighborhood status report. This makes good sense since owners of these homes will be undoubtedly making improvements to these properties and will be turning to the Green Building program for guidance, advice and recommendations. Again, this will require more meetings, more preparation, documents, etc. We must be prepared to handle this enthusiasm for building with sustainability in mind, when citizens need assistance. Otherwise, the enthusiasm and growth will become a frustrating experience for citizens and city employees. Thank you for your time and consideration in this matter.

Respectfully,
Joan Baron
8325 E. Monte Vista Road
Scottsdale, Az 85257
p: 480-941-5411
c: 602-616-0223
f: 480-946-5434
City of Scottsdale Green Building Advisory Board member